IN THE CLAIMS:

Please cancel claims 1-17 without prejudice, amend claims 18, 23 and 24, and add claims 41-47 as set forth below.

18.   (amended)   A digital advertisement system for use in receiving, processing and displaying digital advertisement information, the digital advertisement system comprising:

a processor;

a memory communicatively coupled to the processor;

a first software routine stored on the memory and adapted to be executed by the processor to receive advertising objects and image objects linked to the advertising objects from a transmitted data stream;

a second software routine stored on the memory and adapted to be executed by the processor to select a first group of advertising objects from the received advertising objects and image objects based on a local condition; and

a third software routine stored on the memory and adapted to be executed by the processor to sequentially display the first group of advertising objects [based on a first ordered list] using ones of the image objects linked to the first group of advertising objects.

23.   (amended)   The system of claim 18, wherein the third software routine is further adapted to be executed by the processor to display the first group of advertisement objects based on an ordered list.

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24. (amended) A method of receiving advertisements for use in a receiver station with a cache memory that receives a data stream containing advertising objects and image objects linked to the advertising objects, the method comprising the steps of:

selecting a received advertising object and its linked image objects from the transmitted data stream;

determining if the received advertising object and its linked image objects are compatible with the receiver station based on one or more data elements within the received advertising object and the linked image objects; and

discarding the received advertising object if it is not compatible with the receiver station.

41. (added) A system for generating digital advertisements, the system comprising:

a processor;

a computer readable medium coupled to the processor; and

software stored on the computer readable medium and adapted to be executed by the processor to:

generate a plurality of advertisement objects, each of which includes data elements associated with the scheduling and display of one of the digital advertisements;

generate an identifier object having data elements identifying ones of the advertisement objects for use in selecting ones of the digital advertisements for display; and

link image objects containing image information associated with the digital advertisements to the advertisement objects.

42. (added) The system of claim 41, wherein the software is further adapted to link at least one of the image objects to one of the advertisements through another one of the image objects.

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43. (added)   The system of claim 41, wherein each of the advertisement objects includes a data element associated with one of a user preference, a geographic location, a user interface sophistication level, a location within a display unit, a display priority, and a display time.

44. (added)   The system of claim 41, wherein the image information includes one of video information, graphical information and textual information.

45. (added)   The system of claim 41, wherein the image object includes data associated with one of a version of the image information, a priority, a sophistication level and an image format.

46. (added)   The system of claim 41, wherein the image objects are based on a transport protocol.

47. (added)   The system of claim 41, wherein the identifier object is an update list object.